

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION  
AND CESSATION EXECUTIVE BOARD MEETING  
AUGUST 24, 2006**

Dr. Judith Monroe, Chairperson, called the regular meeting of the Indiana Tobacco Prevention and Cessation Executive Board to order at 1:00p.m., at the ISTA Center, 150 West Market Street, 2<sup>nd</sup> Floor Conference Center, Indianapolis, Indiana.

Karla Sneegas, Executive Director, Indiana Tobacco Prevention and Cessation Agency, began by introducing the Community Partners in the audience and thanked them for attending the meeting.

Speaker

Pat Barkey, Ph.D., Director of Economic Policy Studies for the Ball State University  
Bureau of Business Research

Ms. Sneegas introduced Pat Barkey, Ph.D., as the special guest speaker. Dr. Barkey provided the Board with an overview a study he conducted, "The Economic Impact of a Tobacco Free Indiana".

- The results of the study showed that tobacco use in Indiana exacts a painful, significant cost on the overall economy. Specifically, we find that in an Indiana economy where tobacco was not used or produced:
- More than 165,000 more jobs would exist;
- Personal income would be \$28.7 billion higher;
- After-tax income would be 7 percent higher;
- Population would be more than half a million people higher;
- Almost half of that population gain, or about 220,000 people, would be migrants from other states;
- More than \$1000 billion in cumulative new investment would take place;
- Per capita income would be about \$108 higher.

Approval of the June 15<sup>th</sup> Minutes

Dr. Monroe called for the approval of the minutes from the June 15, 2006 meeting. A motion to revise the minutes to show Steve Simpson, M.D., was present at the June 15<sup>th</sup> Executive Board Meeting was made by Dr. Simpson. A motion to revise and approve the minutes was made by Dr. Jay, seconded by Dr. Keene. Motion approved.

July 2006 Financial Report

Mrs. Celesta Bates, ITPC CFO, gave the financial report for the period ending July 31, 2006. A motion to approve the financial report was made by Dr. Simpson, seconded by Dr. Champion. Motion approved.

### Tobacco Tax Initiative Update

Dr. Monroe discussed the possibility of increasing Indiana's cigarette tax. She said she would be convening five round tables to discuss how funding from a possible cigarette tax might be used to improve Hoosier health. The five topics for the round tables are: 1) tobacco, 2) obesity, 3) immunizations, 4) education, 5) safety net. The round tables will be held in September.

### Action Items

#### Evaluation Committee: Resolutions

Dr. Jay presented a **"revision to the ITPC tax increase resolution"**. There were numerous suggestions and discussion from Board members. The Board amended the proposed resolution to recommend a cigarette tax increase of fifty cents to one dollar. A motion to accept the revision and approve was made by Dr. Feldman, second by Dr. Champion. Motion approved.

Dr. Jay presented the resolution **"requiring that all meetings and conferences organized or primarily sponsored by ITPC be held in a county, city, or town that has adopted a comprehensive smoke-free policy, etc."** A motion to accept the resolution was made by Dr. Feldman, second by Nancy Turner. Motion approved.

Mrs. Sneegas provided an update on a new smokeless tobacco product called Taboka that is currently being piloted marketed in the Central Indiana market.

### Media Update

**Bruce Bryant, Promotus Advertising**, presented the results and projects of a successful Whitelies.tv marketing at the Indiana Black Expo this summer. Their key promotion was WhiteLies.tv and VOICE. The campaign included a booth in the Health Fair and a booth inside the IBE Expo Hall. Voice teens conducted numerous Countermarketing activities to promote the dangers of tobacco use and the marketing tactics of tobacco companies. ITPC sponsored the Smokefree Whitelies.tv Free Concert for the fifth year. The blockbuster show this year was a free concert at the American Legion Mall with Boys II Men, (who have been involved with smoke-free in the CDC's toolkit in posters and commercials), EnVogue, and Charlie "Last Name" Wilson as the entertainment, and comedian, Kevin Hart. Kevin Hart was throughout the community all weekend doing interviews, signing posters and highly promoting our message of smoke-free environment.

**Harry Davis, MZD Advertising**, presented the results from ITPC activities at the Indiana State Fair this summer. It was the 150<sup>th</sup> year for the State Fair. One-hundred and fifty thousand people visited the Fair in 12 days. ITPC continued the prominent booth in front of the Grandstand. Visitors were asked to take a smokefree pledge. Healthcare professionals, bartenders, waiters/waitresses, musicians, and other people who work in smoke-filled venues to sign a pledge card to get involved with promoting smokefree workplaces.

Resources for smoking cessation were available. WhiteLies.tv and VOICE TV commercials were running in the “Big TV” booth. A warning flyer about Taboka was also passed out to parents. At least 3,000 went through the booth.

Tobacco Free Day was Monday, August 14. VOICE was featured by sponsoring the Motor Cross shows at 1:00 and 5:00 featuring Rick Stoddard opening the show by riding his motorcycle on stage. The youth Advisory Board Members took photos of teens that were willing to stand up and fight the tobacco industry and the pictures were put on our “target wheel”.

Action Speaks VOICE Youth Summit will be October 20—22. Plans for major events on the circle on Sunday.

A new TV commercial will be released in mid-September.

**David Ayers, MZD Advertising**, provided an update on earned media activities. Many ITPC news releases have been picked up by the Courier Journal, Indianapolis Star, South Bend Tribune, Evansville Courier Press.

Dr. Monroe excused herself from the meeting and turned the meeting over to Phyllis Lewis, Vice-Chair.

#### ITPC UPDATE

##### Fact Sheets on Department of Justice Lawsuit

Mrs. Sneegas reviewed the Fact Sheets from Tobacco Free Kids on the Department of Justice Lawsuit. Two results that are very beneficial in the overall ruling are (1) tobacco companies will be required to remove all language referring to “light” or “low-tar” cigarettes or anything that indicates a health statement; and (2) the companies were found guilty racketeering charges. The tobacco companies are expected to appeal the ruling.

##### Indiana State Board of Accounts Audit

Mrs. Bates provided copies of ITPC State Board of Accounts Audit and updated the Board on the results and actions taken by ITPC.

##### 2006-2007 Budget Process

Mrs. Sneegas informed the Board that the official budget process has started.

##### Special Opportunity Grants

Mrs. Anita Galliard updated the Board on current Special Opportunity Grant Proposals and explained the specifics to the Board.

##### Annual Report

Mrs. Sneegas announced that Mrs. Miranda Spitznagle is currently busy with finalizing the new Annual Report and in September a copy will be sent to the Board.

#### Surgeon General's Report on Second-Hand Smoke

Mrs. Sneegas referred to the announcement in the last Board meeting that ITPC was preparing for the release of the SGR report on SHS which did occur. The report has been a boost all around the nation and very helpful for the second-hand smoke strategy of ITPC. A copy was included in the Board's packet along with the consumer booklet of the report. A press conference was held at the State Fair grounds the day after the SGR was released and was combined with the announcement that the State Fair grounds enlarged their smoke-free air policy. Media coverage was excellent. Mrs. Sneegas stated that local coalitions have done an incredible in their work in getting second-hand smoke information to the media and the public.

#### Smoke-free Air Laws

Mrs. Sneegas referred to the updated document in the packet of all the smoke-free local laws in Indiana. Currently there are 25 local municipal laws and of those 18 are consider compliant with the SGR. The ordinances that do not comply are noted on the handout. Specifically, Evansville, Vanderburgh County, and Vigo County do not meet the SGR recommendations, and do not go into effect until January 1, 2007. ITPC is currently working with these local coalitions on a strong campaign that will encourage businesses NOT to take the exemptions that are allowed in these weak laws.

#### Active Campaigns

Mrs. Sneegas indicated the current active campaigns are Plainfield, Kokomo, Whitestown, and Fishers.

#### Taboka

Mrs. Sneegas showed product samples of the smokeless product called Taboka. She showed examples of the marketing used to promote the product including a pack of Marlboros with an advertising onsert for Taboka, direct mail samples, and discount coupons. Mrs. Sneegas elaborated how the tobacco companies introduced Taboka to the market, and on the increased risk of using this product. Calls came into the office complaining direct mail advertising.

Also, Mrs. Sneegas shared that Philip Morris' Youth Prevention materials were mailed out by direct mail around the same time as the direct marketing of Taboka began.

#### CDC Meeting

Last week ITPC attended a meeting at the CDC with eleven states that have alternate funding structures like Indiana, where the whole tobacco program is not situated exclusively in the State health department.

#### Phillip-Morris' request to meet with Karla Sneegas

Mrs. Sneegas informed the Board of the meeting request from Philip Morris to meet to discuss Taboka. Dr. Feldman made a motion that Mrs. Sneegas not meet with Phillip-Morris, second by Dr. Jay. Motion passed.

#### Ethics Training for Governor-appointed Board Members

Mrs. Sneegas introduced Mary Hill, Information Director, State Ethics Commission, indicating there have been some changes to the ethics laws, specifically the changes for State-appointed Board members. Ms. Hill distributed a hand-out entitled "Laws and Rules as They Apply to Special State Appointees" and covered the material using a power point presentation. Questions can be directed to Mrs. Celesta Bates, ITPC Ethics Officer or the Ethics Commission Website, [www.ai.org/ethics](http://www.ai.org/ethics).

#### Announcements

Dr. Jay announced that the IUPUI Campus of 30,000 students is now 100% tobacco free grounds.

The next Board Meeting date will be determined. Mrs. Sneegas will send out e-mails to poll members on an alternate date.

The meeting was adjourned by Mrs. Lewis.

The following Executive Board Members were present for all or part of the meeting:

Judith A. Monroe, M.D., Chairwoman (Ex-Officio)  
Karla Sneegas, MPH, Executive Director  
Robert Keen, Ph.D.  
J. Michael (Mike) Meyer  
James Jones  
Phyllis Lewis, Vice Chairwoman, representing Suellen Reed, Ed.D.  
Steve Simpson, M.D.  
Julie Rees for Danielle Patterson  
Victoria Champion, Ph.D.  
Richard Feldman, M.D.  
Stephen Jay, M.D.  
Karen Cunningham, representing Steve Carter  
Nancy Turner

The following Advisory Board Members were present for all or part of the meeting:

Arden Christen, DDS  
Cecilia Williams

The following Executive and Advisory Board Members were not in attendance:

Allen Snell, M.D.  
Patricia Hart  
Pat Rios  
Mohammad Torabi, Ph.D.  
E. Mitchell Roob  
David Austin, D.D.S.  
Robert Arnold  
Diane Clements  
Bennett Desadier, M.D.  
Steve Guthrie  
Kiki Luu  
Heather McCarthy  
Nadine McDowell  
Steve Montgomery, D.C.P.  
Diana Swanson, N.P.  
Kate Taylor  
Olga Villa Parra

Agency Staff in attendance:

Anita Gaillard, Director of Community Programs  
Miranda Spitznagle, Director of Program Evaluation  
Celesta Bates, Chief Financial Officer  
Dan Morgan, Regional Program Director for Southeastern Indiana  
Craig Wesley, Director of Minority Programs

Jamie Broderick, Regional Program Director for Central Indiana  
Karen O'Brien, Regional Program Director for Southern Indiana  
Clint Schelle, Intern  
Barb Cole, Administrative Assistant  
Kristen Stokes, Contract Administrator  
Tim Filler

Agency Staff not in attendance:

Becky Haywood, Executive Administrative Assistant  
Jack Arnett, Regional Director, Northern Indiana

Others in attendance:

Harry Davis, MZD  
David Ayers, MZD  
Matt Keating, MZD  
Allie Lamb, MZD  
Jason Aito, MZD  
Bruce Bryant, Promotus  
Dick Huber, M.D.  
Marolyn Knight, Fairbanks  
Liza Sumpter, Marion County Health Department  
Lisa Smith, Marion County Health Department  
Sandy Thiebe, Prime Time of Morgan County  
Patricia Richards, ACS  
Kathy Walker, Fountain/Warren Counties  
Debi Hudson, Marion  
Vicki Marshall, Healthy Tobacco-Free Madison County  
Vanessa Smith, Clark County  
Julie Reeves, AHA  
Kimberly Maxwell, Prime Time of Morgan County  
Dave Newgent, Owen County  
Delana Bennington, Boone County  
Kara Endsley, IBE – Marion County  
Tiffany Nichols, Minority Health Coalition of Marion County  
Dave Bell, Tobacco-Free LaGrange County  
Karen Knight-Wilkerson, Healthy Tobacco-free Madison County  
Valerie Hall, Saint Florian Center  
Missy Lewis, IAFP  
Kim Crawford, Jefferson/Switzerland Counties  
Irene Boone Phillips, Lake County Minority

